

SETTING A STRATEGY AND BRAND PLATFORM IN PLACE

**THE STRATEGY MAY BE
THE PLACE TO START,
BUT THE DELIVERY IS ALL
IMPORTANT IN BRINGING
BRANDS AND
EXPERIENCES TO LIFE.**

YOUTH JUSTICE /

HOW DO YOU ENGAGE A NEW GENERATION?

The Youth Court of New Zealand is part of the Ministry of Justice. Evolving over time, the Youth Court had never developed a cohesive approach to their communications. The information about the process and what to expect when going through the system was never made clear to those dealing with the service. With a changing societal landscape, they required a development to their visual identity and tools to communicate which were grounded and relevant. These needed to “un-cloud” the system and resonate with their audiences, these being the youth 12-16 year olds, the victims, the Police, government, families involved and the public in general. Accountable. Resolution. Restoration. This is the process which is captured by the brand through arresting photo-illustration portraits. Its simplicity resonates with its target audiences and clearly differentiates the Youth Court from other Justice services.





DNA can define and design every aspect of the experience customers have with your business – your products, your brand, your service delivery, your retail and online environment – ultimately helping you win and grow customer commitment.

We champion insight, questioning and challenging information until we get to the heart of the issue. We use a mix of strategy and creativity to resolve issues and deliver customer experiences that are integrated and relevant. We have a unique mix of services, but only ever apply what your situation demands.

Our services cover insight/strategy, brand/experience and online/interactive. Regardless of the project (large or small) our services typically fall within four key steps:

1 / Define the issue

**Customer Experience Audits
Brand Audits / Health Checks
Insight and Research
Retail Experience Audits
Stakeholder Facilitation
Channel Audits
User Needs Analysis**

2 / Devise the approach

**Business Strategy
Brand Strategy
Brand Architecture
Retail Strategy
Culture Shaping Strategy
Online Strategy
Solution Definition**

3 / Create the experience

**Brand Creation
Brand Engagement
Brand Experience
Stakeholder Engagement
Product Engagement
Naming
Brand Environments
Cultural Engagement
Interaction Design
Interactive Design
Website Design
Content Creation
Development
Site Promotion
Optimisation / Usability**

4 / Measure the return

**Brand Management
Brand Audits / Health Checks
User Testing
Research / Effectiveness
Optimisation**

For more information about Place Branding contact:
Nick Sampson on 09 375 1592
nick.sampson@dna.co.nz

For more information about Brand services contact:
Aaron Carson on 09 375 1592 or Gill Coltart on 04 499 0828

For more information about Research and Strategy services contact:
Martin Grant on 09 375 1592 or Sherryn Macdonald on 04 499 0828

For more information about Online services contact:
Hayden Vink on 09 375 1592 or Dennis van Heezik on 04 499 0828

